

INDIANA HOUSING & COMMUNITY DEVELOPMENT AUTHORITY



Design/Creative Services

Request for Proposals

Date of Publication: Monday, November 15, 2010

Response Due Date: Friday December 3, 2010 by 5:00 EST

Summary and Background

Purpose of Request for Proposals.

Indiana Housing and Community Development Authority (“IHCDA”) requests proposals from qualified advertising and design agencies to provide creative services as specified in this Request for Proposals (“RFP”).

*Note that IHCDA may select multiple agencies under this RFP.

About the Indiana Housing and Community Development Authority.

Mission Statement

At IHCDA, we believe that growing Indiana's economy starts at home. Everyone can agree that all Hoosiers should have the opportunity to live in safe, affordable, good-quality housing in economically stable communities. That's the heart of IHCDA's mission. Our charge is to help communities build upon their assets to create places with ready access to opportunities, goods, and services. We also promote, finance, and support a broad range of housing solutions, from temporary shelters to homeownership.

IHCDA creates housing opportunity, generates and preserves assets, and revitalizes neighborhoods by investing technical and financial resources into the development efforts of its partners across Indiana. Within this framework, IHCDA seeks partnerships that offer innovative solutions to community challenges. As evidenced from the socio-demographic data, survey results, and formal and informal discussions with stakeholders, IHCDA has identified the following strategic priorities for its investment decisions: comprehensive development, aging in place, ending homelessness, and high performance building.

Overview

IHCDA was created in 1978 by the Indiana General Assembly and is a quasi-public financially self-sufficient statewide government agency. IHCDA's programs are successful in large part because of the growing network of partnerships we have established with local, state, and federal governments, for-profit businesses and not-for-profit organizations. For-profit partners include investment banks, mortgage lenders, commercial banks, corporate investment managers and syndicators, apartment developers, investors, homebuilders, and realtors. Not-for-profit partners include community development corporations, community action agencies, and not-for-profit developers. For more information, please visit: <http://www.in.gov/ihcda/>.

Scope of Work

Overview of Services and Responsibilities.

The primary duties of the selected agency are to provide creative services including, but not limited to, marketing materials design, internal/external communication pieces, and facilitation of production of these pieces.

Specific Services and Responsibilities.

Public Relations/Design Agency's services to be delivered under the contract awarded under this RFP shall include:

- Work with Public Relations and Marketing Specialist at IHCD A to coordinate the design and publication of printed resources including, but not limited to, brochures, rack cards, display boards, trade show booth materials, billboards, handbooks, and other projects;
- Develop, under the direction of the Public Relations and Marketing Specialist, print and web ad layouts;
- Provide creative assistance with audio and video scripts;
- Provide original PDFs and proofs for all projects;
- Maintain electronic records of all pieces produced;
- Respond to all design project requests within 24 hours, with a reasonable timeline for when projects will be completed;
- Provide creative assistance on attaining strategic goals;
- Obtain printing/production estimates and coordinate production process.

Proposed Term and Payment Schedule.

- Proposed term for this contract is 12 months, with renewal for an additional 12 months after performance review.
- IHCD A is to be billed per hour for services rendered, not to exceed the contracted amount per annual year.

Sources of Funds.

Funds used for creative services and production of materials are from the "Administrative and Marketing" funds attached to federal programs administered by IHCD A, as well as IHCD A's general operating budget for marketing and outreach. No state funds are used in IHCD A marketing activities.

Requirements for Proposal Response

The application package consists of one (1) original proposal and a minimum of four (4) examples of varied creatives from different media. These examples are non-returnable unless applicant provides for their return*. The deadline for accepting applications is 5:00 PM, Eastern Standard Time, on Friday, December 3, 2010. Mail all information to the following address:

Mrs. Amber Seidler Sheffer
Indiana Housing & Community Development Authority
30 S. Meridian Street, Suite 1000
Indianapolis, IN 46204
Attention: Design RFP

A complete proposal package includes the information listed below. Responses received without all of the items will be considered incomplete, and may be withdrawn from consideration.

- 1) Name, address, phone number, fax number, email address, and brief description of firm (1-2 pages).
- 2) Listing of what media firm would provide services in (print, radio, billboard, etc. Exact media locations/publications/stations not necessary for this proposal). If the firm does not have experience in any area mentioned in the responsibilities section of this RFP, it should explain how it plans to execute those project areas (1-2 pages).
- 3) Résumés of key personnel to be assigned to this project, highlighting skills, abilities, and knowledge relating to the delivery of the proposed services (1-3 pages).
- 4) A narrative as to firm's skills, abilities, and knowledge relating to the delivery of the proposed services, and knowledge of community development practices and housing activities (1-2 pages).
- 5) Description of services to be provided by the firm which meets the services requested by the Scope of Work section of this RFP. If firm cannot provide the specific service requested, firm will indicate this in the response and have the option of proposing an alternate service (2-4 pages).
- 6) Cost of providing services listed in the Scope of Work. This should be comprehensive and should include design hours, printing estimates, production expenses, and any additional expenses related to providing the services listed in this RFP scope of work. (1-2 pages)
- 7) A minimum of four (4) examples of varied creatives from different media. These may include radio spot scripts, display ads, billboards, brochures, rack cards, postcards, or other creatives designed for clients other than IHCD. *Please note: these examples are non-returnable unless applicant provides for their return*.*
- 8) Three (3) or more firm references (1 page).

All complete responses received on or before the deadline will be reviewed for selection. Please contact ASheffer@ihcda.in.gov for additional information or clarification.

Evaluation Criteria

IHCDA will first evaluate responses based on compliance with all items set forth in the “Requirements for Proposal Response” section of this RFP. Responses that do not comply will be deemed not acceptable.

Responses that meet the provisions will be evaluated on creativity, credibility, and the requirements listed on page 4.

IHCDA may select top candidates for on-site interviews to make the final selections, and then conduct separate negotiations to establish service areas, staffing levels and discuss details of the respondent’s proposal. At the conclusion of these negotiations, IHCDA will make final selections under this RFP. More than one respondent may be selected under this RFP.

Timeline (subject to change)

Solicitation and Publication of Request for Proposals*:	Monday, November 15, 2010
Deadline for Proposal Submission**:	Friday, December 3, 2010 by 5:00pm EST
IHCDA to conduct interviews with final candidates	Monday, December 6, 2010 Tuesday, December 7, 2010
IHCDA review of proposals completed	Wednesday, December 8, 2010
Selection presented to IHCDA Board of Directors	Thursday, December 16, 2010
Execute contract with selected provider:	January 2011
Start Date of Services:	January 2011

** Respondents may include a large envelope or postal box with postage included if the return of the creatives provided is desired. Respondent may also make arrangements to pick up creatives in person at the IHCDA offices after the selection process has been completed.*

*** Respondents will be notified by mail and/or email stating if they have been selected.*

Terms and Conditions

This request is issued subject to the following terms and conditions:

1. IHCD A expressly reserves the right to modify or withdraw this request at any time, whether before or after any responses have been submitted or received.
2. IHCD A reserves the right to reject and not consider any or all respondents that do not meet the requirements of this RFP, including but not limited to: incomplete responses and/or responses offering alternate or non-requested services.
3. IHCD A reserves the right to reject any or all firms, to waive any informality in the RFP process, or to terminate the RFP process at any time, if deemed to be in its best interest.
4. In the event the party selected does not enter into the required agreement to carry out the purposes described in this request, IHCD A may, in addition to any other rights or remedies available at law or in equity, commence negotiations with another respondent.
5. In no event shall any obligations of any kind be enforceable against IHCD A unless and until a written agreement is entered into.
6. Each respondent agrees to bear all costs and expenses of its response and there shall be no reimbursement for any costs and expenses relating to the preparation of responses submitted hereunder or for any costs or expenses incurred during negotiations.
7. By submitting a response to this RFP, each respondent waives all rights to protest or seek any remedies whatsoever regarding any aspect of this request, the selection of a respondent or respondents with whom to negotiate, the rejection of any or all offers to negotiate, or a decision to terminate negotiations.
8. IHCD A reserves the right not to award a contract(s) pursuant to this RFP.